Building Relationships with Adults in Your Community

Presented by:
Apryl Kadish - Adult Enrollment Coordinator, Penn State Fayette
Dave Davis - Adult Enrollment Coordinator, Penn State Greater Allegheny
Recruiting adults is like building a puzzle

- Physical
- Emotional
- Academic
- Financial
Emotional Issues:

- Will I be the oldest in the class?
- Will the faculty treat me differently?
- Can I make it academically?
- Can I afford it?
- Will I fit in?
- Am I admissible to college?
Physical Issues:

- Time management/work schedule
- Course scheduling
- Computer skills
- Study habits
- Child care/family support
Academic Issues:
- Degree available
- Academic background
- Qualified for admissions
- Transfer requirements meet
Financial Issue:

- How do I pay for school?
- How do I buy books?
- How do I apply for financial aid?
- Are there scholarships for adults available?
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Adult Need/Want list:

- Quick programs
- Specific in-demand majors
- Convenience - location
- Free/affordable parking
- Adult Lounge/Study Area
- Classroom learning options
- Affordable program
- Employability
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How do campuses recruit/communicate to prospective adult learners?

• Mailings
• Emails
• Newspaper advertising
• TV or radio advertising
• Phone calls
• Community Partnerships
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Veterans Outreach

• Create competitive publications
• Rona List
• Reserve Centers
• Social Media
• Veteran Work-Study
• Veteran Student Club - Community event
• Network - other colleges and campuses
• Veteran Job Fairs
• CLEP testing services
• Evaluation of military credits
• Scholarship money
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Transfer/Community College Outreach

• Establish transfer agreements with local community colleges
• Attend college transfer fairs
• Be available to transfer counselors to provide transfer guidelines
• Be on-site, regularly, for interested transfer students
• Scholarship money for transfer students
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Community Organizations

- Partner with county PA CareerLink
- Partner with IU1 - Adult Learner Program
- Partner with campus Continuing Education Office
- Partner with local businesses
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Penn State Fayette, *The Eberly Campus*, offers the first two years of the more than 160 Penn State baccalaureate majors, plus,

**Four complete baccalaureate majors:**
- Administration of Justice
- Business
- Nursing (RN to BSN)
- Human Development & Family Studies

**Nine complete associate degrees:**
- Building Engineering Technology
- Electrical Engineering Technology
- Nursing
- Human Development & Family Studies
- Business
- Letters, Arts, and Sciences
- Information Science & Technology
- Mining Technology
- Physical Therapy Assistant
Vital Statistics of Fayette County

- 24% of adults do not have a high school diploma
- 8.5% of adults have below a ninth grade education
- 1.3% of adults with below a fifth grade education
- 3.5% of population on public assistance
- 20.7% below poverty level (Only Philadelphia has higher %) USDA Economic Research Service 2010)
- 43.5% of persons in poverty are female households with no husband present. (2010 American Fact Finder)
- 35% of families in Fayette County were economically distressed, that is, failing to earn a wage that would adequately provide food, shelter, child care, health care, and other basic necessities (2009 by PathWays PA)
What works?

- Adult Learner Program
- Campus visit/fee-waiver event
- Partnership with PA CareerLink
- RN to BSN program with local community college
- Strong relationship with Continuing Education
- In-demand majors
- Strong veterans presence
Penn State Fayette, *The Eberly Campus*, offers the first two years of the more than 160 Penn State baccalaureate majors, plus,

**Three complete associate majors:**
- Business
- Letters, Arts and Sciences
- Science

**Seven complete baccalaureate degrees:**
- Business
- Communications
- English
- Information Science and Technology
- Letters, Arts, and Science
- Organizational Leadership
- Psychology
Vital Statistics of Allegheny County

- 6.8% of Allegheny County residence are unemployed
- 26.7% of county residence have household incomes of $24,999 or less
- 8.8% used food stamps in the past 12 months
- 11.7% of county residence are between ages 18 to 64
- 4.6% decrease in population between 2000 and 2010
- There are 12 other colleges or universities within county limits.
What works?

- Connecting with the reserve centers
- Transfer fairs
- Good relationships with local community college
- Flexible work hours - after 5:00 - to meet with prospective adults
- Word of mouth
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To Summarize -

• Campus designate an Adult Enrollment Coordinator

• Campus provide focus group /support system for adult learners

• Campus provide want/need list for prospective adult learners
Questions/Ideas

- Re-enrollments
- Existing student referrals - ‘bring a friend to campus’
- Provide off-campus programs
- Purchase lists of adults in community
Contact information

Apryl Kadish - ack3@psu.edu
Dave Davis - djd29@psu.edu